

# Restructuring Tourism in Hyderabad

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The city of Hyderabad is one of the largest cities in India and capital of the state of Andhra Pradesh. Semi-autonomy during the British rule and patronage by the Nizams has lent itself to a distinctive cultural and religious identity that manifests in the form of Indo-Islamic architecture and arts, cuisines and general lifestyle. This also makes it a hub for cultural tourism in the country and has over the years been rapidly diversifying to include medical tourism, international expositions and recreation.

The World Travel and Tourism Council estimated that the tourism industry in India generates 6.4 percent of the country's GDP and 7.6 percent of all employment as of 2011, making it a key sector of the Indian economy. Despite this, tourism remains, largely, a mismanaged industry with poorly defined administration and policy, poor implementation and maintenance and poor overall coordination. This study seeks to identify threats, particular to the tourism industry and cultural landscape of Hyderabad, and suggest suitable interventions to remedy them.

## Primary Data: Interviews and Surveys

### Urban Renewal with heritage preservation

*"Our aim is to revive ancient (construction) technologies and livelihoods"*

*"When you don't have a visionary Minister or Director General of Tourism, it is very difficult to implement changes"*

– Mr. Mohammed K.K. , Aga Khan Foundation & Archaeological Survey of India

### Organization apathy

*"Employing people is not the responsibility of GHMC; GHMC's jurisdiction ends at the walls"*

*"Transportation is managed by APSRTC and MMTS; HMDA is responsible for parks; GHMC plays no role"*

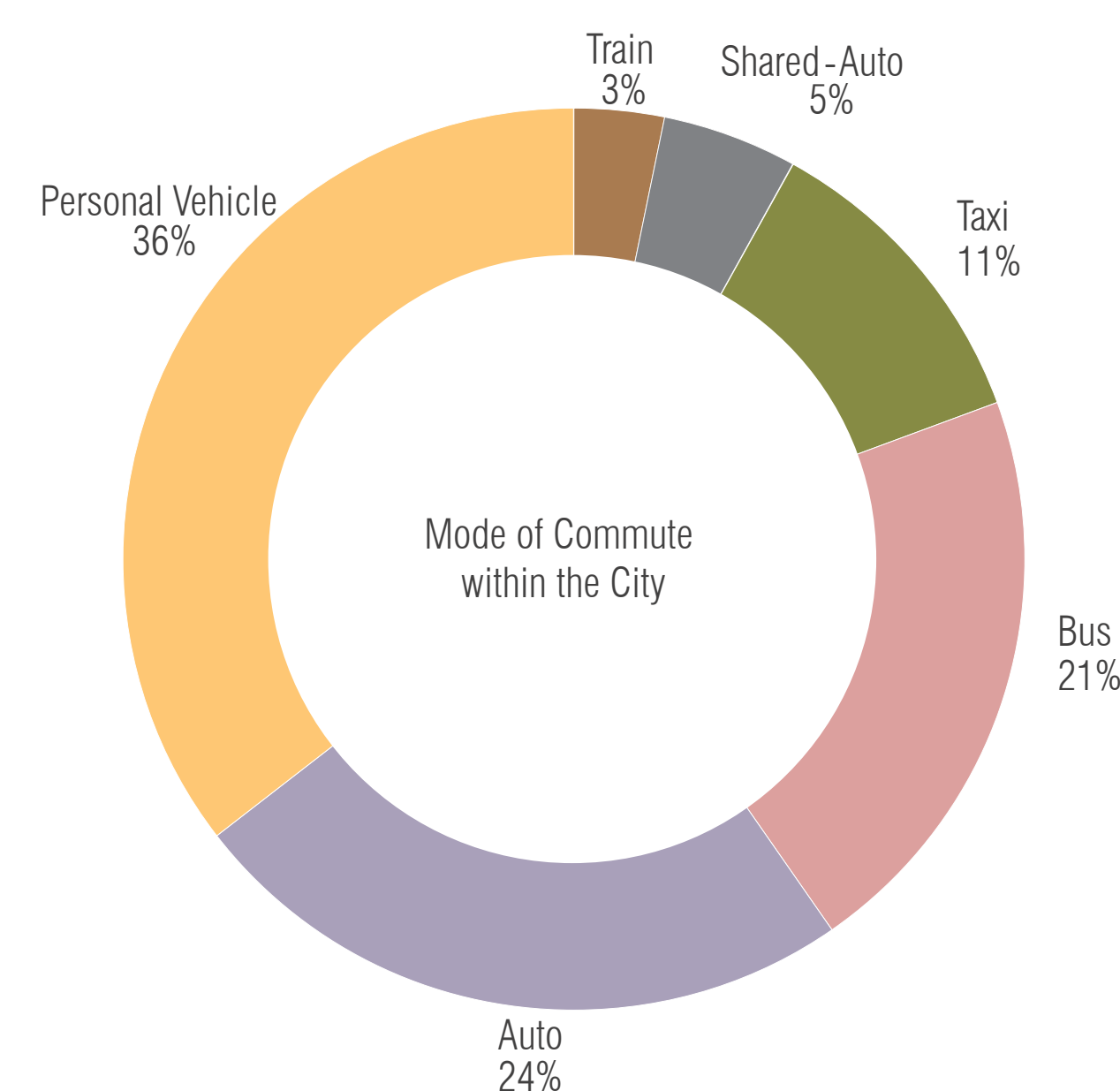
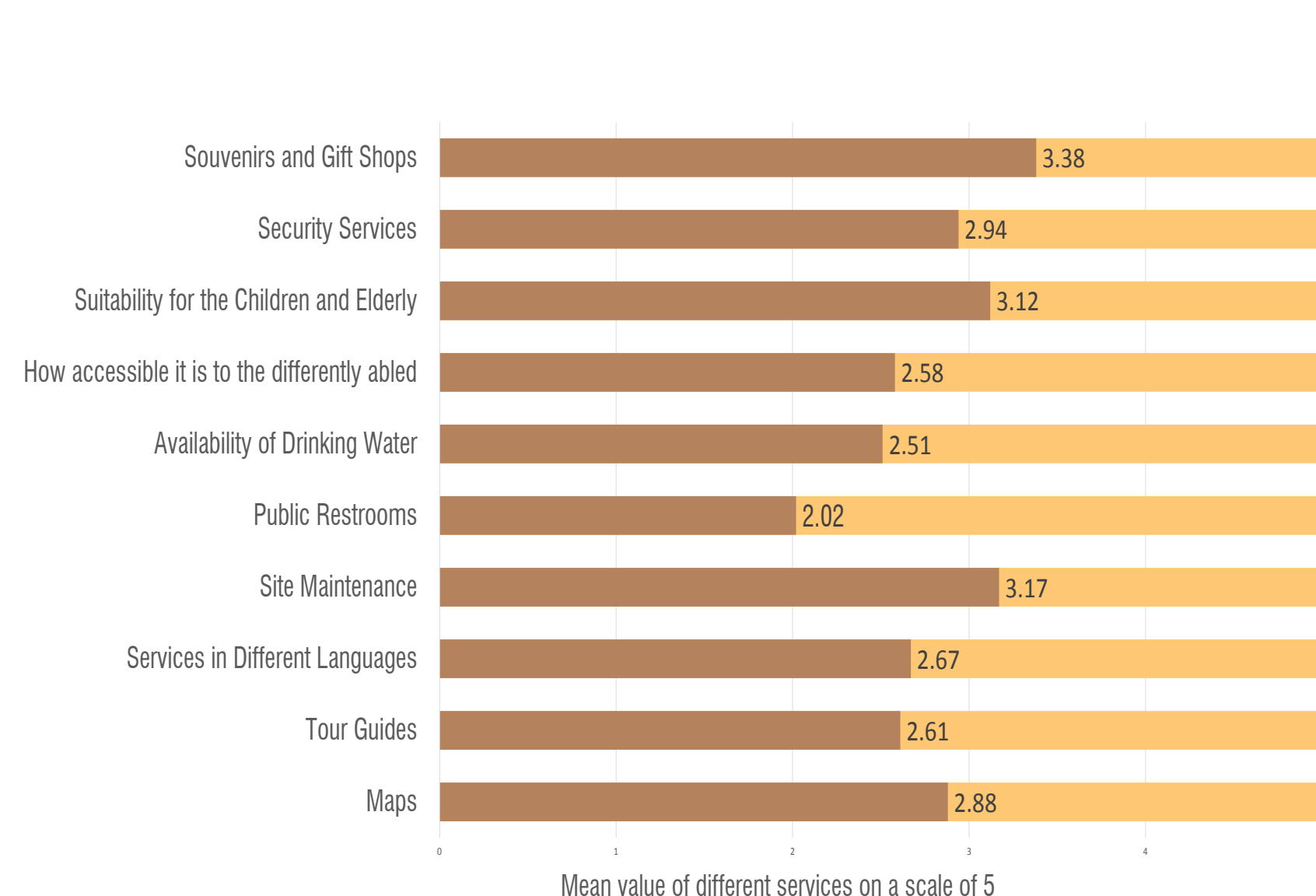
– Srinivas Rao, Greater Hyderabad Municipal Corporation

### Civic sense and Public education

*"If projects are not planned, they can harm the city fabric"*

*"Heritage education should be a part of the curriculum for school children"*

– Madhu Vottery, Conservation architect and author of 'A Guide to the Heritage of Hyderabad'



## Recommendations

### Promote heritage preservation

- Adaptive reuse of buildings or/with tax incentives; for example, the Falaknuma Palace is now a hotel
- Collaborate with NGOs and international organizations; World Heritage Sites?
- Promote public education and civic responsibility

### Integrate various tourism services

- Integrate public transportation with tourism sites; improve navigability and accessibility
- Provide basic amenities like drinking water and restrooms
- Cater to multiple demographics – age specific services as well as services in different languages

### Promote self-sustainability

- Effective pricing to reduce overcrowding and pay for site maintenance
- Commercialization and privatization keeping in mind equity concerns
- Employ local populations and combine with urban renewal